Claims

1. A method of delivering content and time significant advertising to a subscriber comprising the steps of:

    determining an attribute of and a time significance for an advertisement;

5   recalling a previously stored subscriber advertising profile;

    comparing said subscriber advertising profile to said attribute;

    determining a current time of the subscriber;

    comparing said current time to said time significance; and

    including said advertisement with the content when said current time matches

10   said time significance and said subscriber advertising profile matches said attribute.

2. A method in accordance with the method of claim 1 wherein said determining a current time further comprises the steps of:

    recalling a postal code associated with the subscriber; and

15   mapping a local time zone correction established by said postal code to a time standard.

3. A method in accordance with the method of claim 1 wherein said determining an attribute further comprises the step of recalling at least one previously

20   stored attribute associated with said advertisement.

4. A method in accordance with the method of claim 1 wherein said determining a time significance further comprises the step of recalling a previously stored time period associated with said advertisement and having time relevance to

25   said advertisement.

5. A method in accordance with the method of claim 4 wherein said comparing said current time to said time significance further comprises the step of determining whether said current time is within said time period, thereby matching

30   said time significance.

6. A method in accordance with the method of claim 1 further comprising the step of delivering the content and said included advertisement to the user in accordance with a request of the subscriber.

5   7. A method in accordance with the method of claim 6 further comprising the step of obtaining a request for delivery generated by a predetermined schedule of the subscriber.

8. A method in accordance with the method of claim 7 wherein said step of
10 obtaining a request for delivery further comprises the step of generating said request for delivery from said predetermined schedule.

9. A service provider server that delivers content and time significant advertising to a subscriber from a network, comprising:

      a memory that stores a subscriber advertising profile;

15   at least one network interface that accesses the network to obtain an advertisement, an attribute of said advertisement, and a time significance for said advertisement;

      a clock that generates a current time associated with the subscriber; and

20   a processor coupled to said memory, said at least one network interface, and said clock and adapted to compare said subscriber advertising profile to said attribute, to compare said current time to said time significance, and to include said advertisement with the content when said current time matches said time significance and when said subscriber advertising profile matches said attribute.

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10. A service provider server in accordance with claim 9 further comprising a postal code stored in said memory and associated with the subscriber, and wherein said clock is adapted to map a local time zone correction established by said postal code to a time standard to generate said current time.

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11. A service provider server in accordance with claim 9 wherein said time significance further comprises a time period associated with said advertisement and having time relevance to said advertisement.

5   12. A service provider server in accordance with claim 11 wherein said processor is further adapted to compare said current time to said time period to determine whether said current time is within said time period, thereby matching said time significance.

10   13. A service provider server in accordance with claim 9 wherein said processor is further adapted to deliver the content and said included advertisement to the user via a one of said at least one network interface in accordance with a delivery request of the subscriber.

15   14. A service provider server in accordance with claim 13 wherein said processor is further adapted to obtain a request for delivery generated by a predetermined schedule of the subscriber.

15. A service provider server in accordance with claim14 wherein said
20 processor is further adapted to generate said request for delivery from said predetermined schedule.

16 A service provider server in accordance with claim 15 wherein said memory is further adapted to store said predetermined schedule.

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